



10 Tips to Improve Your Proposal

USACE SMALL BUSINESS CONFERENCE

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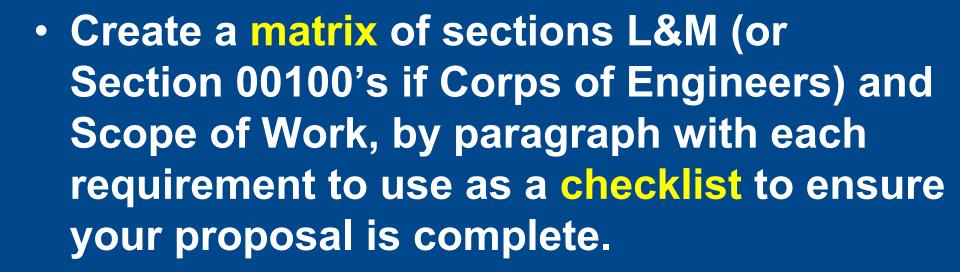
1. Read the RFP



- Thoroughly
- How will source selection be accomplished?
 - Lowest Priced Technically Acceptable
 - Best Value Trade Off
- Pay attention to the criteria order and weights it shows what's important to us
- Ask questions early to ensure there is sufficient time to respond



2. Address all aspects of the Criteria



Include your checklist with your proposal.



3. Be succinct



Avoid being too wordy

Use bullets, underlines, bolding

If there is a page count – stick to it!



4. Experience should relate to the project



In terms of scope, size, \$ value, complexity

 Should be recent – within the past 5-10 years or as required by RFP

 Be clear – is it experience of firm or people? Or, is it experience or sub or mentor?



5. Make sure qualifications of staff match RFP



Ensure each team member's quals.
 address EACH ASPECT of the criteria

List relevant experience of team members

 Make sure team members are available (not on a job that just started or is only half way completed)



6. Organization Chart– who's in charge?

- Identify one person to be in charge of entire team
- Person should be from YOUR company, not a sub or your mentor
- Clear lines of communication
- Identify person and company (with location) for each role



7. Address Quality



Include the quality team on Organization
 Chart – even if it's not asked for

 Quality is important to us – this shows it's important to you

 Show/describe how the quality control team interacts with the execution team



 Get copies of your CCASS evaluations (503-808-4590) (www.nwp.usace.army.mil)

 Explain any marginal or unsat. items within the evaluation as well as overall ratings.

Check out the past performance of your proposed subs.



9. QC your Proposal



 Have an outside reviewer ensure everything is covered (someone not involved in putting the proposal together).

 If you copy another proposal, make sure you only refer to the current project.

Use spell check!



10. Be a Learning Organization



- Ask for a debriefing (in writing)
- Attitude is everything go to the debriefing to LEARN:
 - How were you rated?
 - What did you do well?
 - What areas can you improve?



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